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Please amend the claims to read as indicated in the following list of claims:

1. [Currently amended] A method of operating an on-line retailing operation for selling retailing of at least one a plurality of print products to a plurality of retail and business customers, said print products supplied by at least one print merchant, said method comprising the steps of:

displaying a plurality of image items for on-line viewing by said retail customers at a content retailer web site operated by or for a content retailer;

offering a direct service to business customers for generating and ordering print products out of their own content;

transacting an orders of a first type between said retail customers and said content retailer for supply ~~of said~~ at least one print product based on said customers ordering said at least one print product after viewing at least one of said image items at said content retailer web site;

transacting an orders of a second type between

(i) said content retailer and said print merchant for fulfillment of said first type order by said print merchant; and

(ii) said business customers and said print merchant for fulfillment of business customer orders by said print merchant; and

transacting an order of a third type between said print merchant and a print service provider for printing

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and shipping said at one print product to either said
retail customers or said business customers on the basis of
the ~~at one~~ print product ordered by the retail or business
customer pursuant to said first first type order.

Claims 2 - 31. Cancelled.

32. [Withdrawn] A method for automatic operation of an on-line print merchant for:

(i) allowing a plurality of content retailers to offer a plurality of print products from a plurality of content providers to retail customers and make a plurality of print product orders;

(ii) offering a direct service to business customers for generating and ordering print products out of their own content;

(iii) fulfilling print orders from content retailers according to item (i) above and from business customers according to item (ii) above via a plurality of print service providers each using print manager software, a plurality of printers and a plurality of couriers to deliver print products to retail and/or business customers;

said method comprising the steps of:

supporting a transaction of an order of a first type between a retail customer and one of said plurality content retailers for supply of at least one print product marketed by the print merchant to the retail customer;

transacting an on-line order of a second type between said one of said plurality of content retailers and said print merchant for fulfillment of said first type order by said print merchant or transacting an on-line order of a

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second type between said business customers and said print merchant for fulfillment of business customer orders by said print merchant; and

transacting an order of a third type between said print merchant and a selected one of a plurality print service providers for printing and shipping said at one print product to either said retail or business customer on the basis of the print product ordered by the retail or business customer pursuant to said second type order.

Claims 33-34. Cancelled.

35. [Withdrawn] The method as claimed in claim 32, wherein said step of transacting an order of a second type comprises the steps: sending an order to said print merchant, specifying details of said print products; and receiving confirmation of said order from said print merchant.

36. [Withdrawn] The method as claimed in claim 35, wherein said step of sending an order to a said print merchant comprises sending said order in the form of an electronically transmitted data file.

37. [Currently amended] The method as claimed in claim [[31]]32, further comprising the step of: receiving a price data from said print merchant.

38. [Withdrawn] The method as claimed in claim 32, further comprising the step of: obtaining an electronic image data describing a said image item; said electronic

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image data obtained via a communications network; and electronically sending said electronic image data to said print merchant.

39. [Withdrawn] The method as claimed in claim 32, further comprising the step of: storing an electronic contract data describing a contract between a content retailer operation and a print merchant operation.

40. [Withdrawn] The method as claimed in claim 39 wherein said contract defines a relationship between said content retailer operation and said print merchant operation in respect of at least one of the following parameters; a definition of a print product; a special discount available to a content retailer operation; a plurality of prices for said print products.

41. [Withdrawn] The method as claimed in claim 39 further comprising the step of calculating a price data according to said stored electronic contract.

42. [Withdrawn] The method as claimed in claim 32, wherein said step of transacting an order of a second type with a said print merchant, comprises:

itemizing separately, for each of said plurality of print service providers:

a delivery price for delivery from said print service provider to a delivery address; and

a print price, for printing at least one print product, defined in said second order type.

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43. [Withdrawn] The method as claimed in claim 32, wherein said step of supporting a transaction of an order of the first type with said retail customer comprises: for each of a plurality of print products: displaying, at a computer terminal, a print product price and a separately itemized delivery cost for delivery of said print product.

44. [New] The method as claimed in claim 32, wherein print service provider operations comprise:

receiving an electronic order for at least one of said plurality of print products;

receiving electronically an image content data corresponding to said at least one of said plurality of print products;

transferring electronically said image content data to a printer device, and

printing an image content onto a print media to produce said print product in fulfillment of said order.

45. [New] The method as claimed in claim 44, wherein said print service provider operations further comprise the step of:

acknowledging receipt of said order by generation of an on-line message.

46. [New] The method as claimed in claim 44, wherein said print service provider operations further comprise the steps of:

generating a tracking message describing a status of production of said order within said print service provider; and

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making said tracking message available on-line.

47. [New] The method as claimed in claim 44, wherein said print service provider operations further comprise the steps of:

arranging shipping of said print products to a delivery address specified in said order, by sending an electronic shipping message to a courier operation.

48. [New] The method as claimed in claim 32, wherein a print merchant operation occurs for matching a plurality of orders of the second type for print products, with a plurality of print service provider operations capable of fulfilling said order, said print merchant operation comprises the steps of:

receiving a request for an order identification; issuing an order identification in response to said request;

receiving a said order of a second type for supply of print products; acknowledging said order;

selecting a print service provider operation from said plurality of print service provider operations; and

placing an order of the third type with at least one said selected print service providers, for ordering supply of said print products.

49. [New] The method as claimed in claim 48 further comprising the steps of:

issuing a request to a remote computer entity, for download of image data content from said remote computer entity; and

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50. [New] A method of operating a print service provider facility comprising:

receiving an electronic order for a plurality of print products;

receiving electronically an image content data; and transferring electronically said image content to a printer device, and

printing an image content onto a print media to produce said print product in fulfillment of said order.

51. [New] The method as claimed in claim 50, further comprising the step of:

acknowledging receipt of said order by generation of an on-line message.

52. [New] The method as claimed in claim 50, further comprising the steps of:

generating a tracking message describing a status of production of said order within said print service provider; and

making said tracking message available on-line.

53. [New] The method as claimed in claim 50, further comprising the steps of:

arranging shipping of said print products to a delivery address specified in said order, by sending an electronic shipping message to a courier operation.

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54. [New] A method of operating a print merchant operation for matching a plurality of orders of a second type for print products, with a plurality of print service provider operations capable of fulfilling said order, said method comprising the steps of:

receiving a request for an order identification;

issuing an order identification in response to said request;

receiving an order of said second type for supply of print products;

acknowledging said order;

selecting a print service provider operation from said plurality of print service provider operations;

placing an order of a third type with at least one said selected print service provider, for ordering supply of said print products.

55. [New] The method as claimed in claim 54 further comprising the steps of:

receiving a request for a quotation for fulfilling said second type order;

generating a quotation for fulfilling said second type order;

sending said quotation for fulfilling said second type order to a content retailer remote computer entity.

56. [New] The method as claimed in claim 54 further comprising the steps of:

receiving a tracking message from said selected print service provider, containing data describing a status of printed products subject of said send type order; and

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making said tracking message available to a computer entity originating said second type order.

57. [New] The method as claimed in claim 54 further comprising the steps of:

issuing a request to a remote computer entity, for download of image data content from said remote computer entity; and

receiving said image data content in response to said request.

58. [New] The method as claimed in claim 54 wherein in response to said event of receiving a said order of a second type, carrying out the steps of:

checking a time stamp of an identification code of said order against a predetermined timeout period;

if said time stamp is expired, rejecting said order;

if said time stamp is expired, notifying a sender of said order that said time stamp is invalid.

59. [New] The method as claimed in claim 54 further comprising the step of:

determining a quote to a content retailer operation in accordance with said stored electronic contract between said content retailer operation and said print merchant operation.

60. [New] The method as claimed in claim 54, wherein said step of selecting a print service provider operation from said plurality of print service provider operations is carried out by selecting a said print service provider

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operation on the basis of stored electronic contract data between said print merchant operation and said print service provider operation.

61. [New] The method as claimed in claim 54, wherein said step of selecting a print service provider operation from said plurality of print service provider operations comprises:

selecting a said print service provider on the basis of a final price, where the final price is itemized as a print price and a delivery price.

62. [New] At least one computer entity configured for:
receiving electronically, a plurality of orders of a second type, for supply of at least one print product;
selecting a print service provider operation from a plurality of print service provider operations; and
placing at least one order of a third type with at least one selected said print service provider for ordering supply of said at least one print product.